

# RBIKAR CHATTERJEE

*University of Pittsburgh  
Katz Graduate School of Business  
340 Mervis Hall  
Pittsburgh, Pennsylvania 15260*

*Phone: (412) 648-1623  
Fax: (412) 648-1693  
E-mail: rabikar@pitt.edu*

## **EDUCATIONAL BACKGROUND**

Doctor of Philosophy in Marketing (August 1986), The Wharton School, University of Pennsylvania. Dissertation: "The Innovation Diffusion Process in a Heterogeneous Population: An Analytical Model Based on an Individual Level Approach" (Advisor: Jehoshua Eliashberg)

Post Graduate Diploma in Management (April 1977), Indian Institute of Management, Ahmedabad, India (equivalent to MBA). Areas of Concentration: Marketing, Quantitative Methods

Bachelor of Technology (June 1972) in Chemical Engineering, Indian Institute of Technology, Kanpur, India

## **PROFESSIONAL EXPERIENCE**

1996-present	University of Pittsburgh, Katz Graduate School of Business Katz Faculty Fellow in Marketing (effective September 2007) Professor of Business Administration (effective September, 2001) Associate Professor of Business Administration (1996-2001)
2004-2007 (Nov.-Dec.)	Visiting Professor, Marketing, Indian School of Business, Hyderabad (India)
2002 (Jan.-July)	Visiting Professor, Marketing, Australian Graduate School of Management, Sydney (Australia)
1989-1996	University of Michigan, School of Business Administration Assistant Professor of Marketing
1985-1989	Purdue University, Krannert Graduate School of Management Assistant Professor of Management
1980-1982	Chloride India Limited, Calcutta (India) Executive Assistant to the Managing Director, 1981-82 Assistant Manager, Industrial Battery Sales, 1980-81
1977-1980	Tega India Limited, Calcutta (India) Regional Sales Manager
1972-1975	Larsen and Toubro Limited, Bombay (India) Engineer

## EDITORIAL AND PROFESSIONAL ACTIVITIES

- Editorial Positions: Associate Editor, Marketing Department, *Management Science* [1990-2008]  
Editorial Board and Guest Area Editor, *Marketing Science*
- Reviewer: *Management Science, Marketing Science, Journal of Marketing Research, Journal of Marketing, International Journal of Research in Marketing, International Journal of Forecasting*, and other journals
- Member: American Marketing Association, The Institute for Operations Research and Management Sciences

## SCHOLARLY HONORS AND AWARDS

- Award for the Best Paper published in the *Journal of Interactive Marketing* during 2006
- Carnegie Science Center Awards for Excellence 2004: Honorable Mention, University/Post-Secondary Educator – Product Realization Team, Univ. of Pittsburgh
- Finalist, 1990 William F. O'Dell Award for the most significant contribution appearing in Volume XXII of the *Journal of Marketing Research*
- American Marketing Association Doctoral Consortium Fellow, 1984
- University Fellowship, University of Pennsylvania, 1983-85
- Merit Scholarship, I.I.M. Ahmedabad
- Best All Rounder of the Graduating Batch, I.I.M. Ahmedabad
- Merit Scholarship, I.I.T. Kanpur

## TEACHING

- Awards:* Katz Excellence in Teaching Award, MBA, EMBA and/or IEMBA Programs, 2001-2, 2002-3, 2003-4, 2005-6, 2006-7, 2007-8  
Voted one of five best professors by MBA students, 2002 & 2003, and one of the three best, 2005
- Interests:* New Product Development, Product Management, Marketing Management, Marketing Models, Marketing of High-tech, Business-to-Business Marketing, Marketing Research, Pricing
- Courses taught:* **Undergraduate:** Marketing Management, Marketing Research  
**MBA:** Marketing Management, Marketing Models, Product Development, Product Management, Business Marketing  
**Ph.D.:** Marketing Models  
**Executive Education:** Marketing Management, Marketing Research, Strategic Product Management, Forecasting

Faculty Director for the William Davidson Institute's (University of Michigan Business School) *Marketing in Emerging Economies* course developed for Whirlpool Corporation. Faculty on the Davidson Institute's *Vinacoal Business Program*, for the Vietnam National Coal Corporation in Hanoi.

Faculty for various executive programs at the Katz Graduate School of Business, University of Pittsburgh, including *Executive MBA Worldwide* (in Pittsburgh, Sao Paulo Brazil, and Manchester, UK), *WEMBA* (in Slovakia), *Management Program for Executives*, *MBA Essentials*, and *Managing Products and Services for Value Creation*.

## RESEARCH INTERESTS

Issues in product development and technological innovation; models of customer response to new products and services, incorporating the effects of customer heterogeneity, uncertainty, competition and/or price expectations

## RESEARCH PUBLICATIONS IN REFEREED JOURNALS

- “The ‘Name Your Own Price’ Channel in the Travel Industry: An Analytical Exploration” (with Tuo Wang and Esther Gal-Or), *Management Science*, 55 (June 2009), 968-979.
- “Timely Access to Health Care: Customer-Focused Resource Allocation in a Hospital Network” (with Rahul Govind and Vikas Mittal), *International Journal of Research in Marketing*, 25 (December 2008; MSI/IJRM Special Issue: Marketing and Health), 294-300.
- “Reservation Price as a Range: An Incentive Compatible Measurement Approach” (with Tuo Wang and R. Venkatesh), *Journal of Marketing Research*, 44 (May 2007), 200-213.
- “A Three-Stage Model of Integrated Marketing Communications at the Marketing-Sales Interface” (with Timothy M. Smith and Srinath Gopalakrishna), *Journal of Marketing Research*, 43 (November 2006), 564-579.
- “Bundling, Unbundling and Pricing of Hybrid Products: The Case of Magazine Content” (with R. Venkatesh), *Journal of Interactive Marketing*, 20 (Spring 2006), 21-40. [Winner of the 2007 *JIM* Award for the Best Paper published in the *Journal of Interactive Marketing* during 2006].
- “Reply to ‘A Note on Ramaswamy, Chatterjee, and Cohen’s Latent Joint Segmentation Models’” (with Venkatram Ramaswamy and Steven H. Cohen), *Journal of Marketing Research*, 36 (February 1999), 115-119.
- “Incorporating Context Effects in the Multidimensional Scaling of ‘Pick Any/N’ Choice Data” (with Juyoung Kim, Wayne S. DeSarbo, and Tammo H.A. Bijmolt), *International Journal of Research in Marketing*, 16 (February 1999), 35-55.
- “Joint Segmentation on Distinct Interdependent Bases with Categorical Data” (with Venkatram Ramaswamy and Steven H. Cohen), *Journal of Marketing Research*, 33 (August 1996), 337-350.
- “An Extended Mover-Stayer Model for Diagnosing the Dynamics of Trial and Repeat for a New Brand” (with Venkatram Ramaswamy), *Applied Stochastic Models and Data Analysis*, 12 (September 1996), 165-178.
- “Analyzing Constant-Sum Multiple Criterion Data: A Segment-Level Approach” (with Wayne DeSarbo and Venkatram Ramaswamy), *Journal of Marketing Research*, 32 (May 1995), 222-232.
- “Optimal Monopolist Pricing Under Demand Uncertainty in Dynamic Markets” (with Kalyan Raman), *Management Science*, 41 (January 1995), 144-162.

- “Deriving Ultrametric Tree Structures from Proximity Data Confounded by Differential Stimulus Familiarity” (with Wayne DeSarbo and Juyoung Kim), *Psychometrika*, 59 (December 1994), 527-566.
- “Smoking Cessation Interventions for University Students: Recruitment and Program Design Considerations Based on Social Marketing Theory” (with David Black, Elizabeth Loftus, Stephen Tiffany, and Austin Babrow). *Preventive Medicine*, 22 (1993), 388-399.
- “A Communications Response Model for a Mature Industrial Product: Applications and Implications” (with Srinath Gopalakrishna). *Journal of Marketing Research* 29 (May 1992), 189-200.
- “Accommodating the Effects of Brand Unfamiliarity in the Multidimensional Scaling of Preference Data” (with Wayne S. DeSarbo). *Marketing Letters* 3:1 (1992), 85-99.
- “The Innovation Diffusion Process in a Heterogeneous Population: A Micromodeling Approach” (with Jehoshua Eliashberg). *Management Science*, 36 (September 1990), 1057-1079.
- “New Product Introduction Under Demand Uncertainty in Competitive Industries” (with Yoshi Sugita). *Managerial and Decision Economics*, 11 (February 1990), 1-12.
- “A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies” (with Jehoshua Eliashberg, Hubert Gatignon and Leonard Lodish). *Journal of Marketing Research*, 25 (November 1988), 363-375.
- “Analytical Models of Competition with Implications for Marketing: Issues, Findings and Outlook” (with Jehoshua Eliashberg). *Journal of Marketing Research* 22, (August 1985), 237-261.

#### **RESEARCH PUBLICATIONS: BOOK CHAPTERS**

- “Strategic Pricing of New Products and Services.” *Handbook of Pricing Research in Marketing*, Vithala Rao, ed. Northampton, MA: Edward Elgar Publishing, Inc., 2009: 169-215.
- “Dynamic Models Incorporating Competition” (with Jehoshua Eliashberg and Vithala Rao). *New-Product Diffusion Models*, Vijay Mahajan, Eitan Muller, and Yoram Wind, eds. Norwell, MA: Kluwer Academic Publishers, 2000: 165-205.
- “Consumer and Corporate Adoption of the World Wide Web as a Commercial Medium” (with Sunil Gupta). *Electronic Marketing and the Consumer*, Robert A. Peterson, ed. Thousand Oaks, CA: Sage Publications, Inc., 1997: 123-138.
- “Stochastic Issues in Innovation Diffusion Models” (with Jehoshua Eliashberg). *Innovation Diffusion Models of New Product Acceptance*, Vijay Mahajan and Yoram Wind, eds. Cambridge, MA: Ballinger Publishing Company, 1986: 151-199.

#### **MANUSCRIPTS UNDER REVIEW / WORKING PAPERS**

- “Co-branding Relationships and Partner Selection: A Conceptual Framework and Managerial Guidelines” (with R. Venkatesh and Casey Newmeyer), under review at the *Journal of Marketing*.

“Using Spatial Dependency to Incorporate Customer Socio-Demographics in Identifying Market Segments” (with Rahul Govind and Vikas Mittal), under revision; to be submitted to *Marketing Science*.

## RESEARCH IN PROGRESS

“Effective Integration of Marketing and Sales: The Role of Customer Message Management,” (with Srinath Gopalakrishnan and Tim Smith).

“Analyzing Service Providers’ Choice of ‘Opaque’ Channels: *Priceline* versus *Hotwire* Models” (with Tuo Wang and Esther Gal-Or).

“The Diffusion of Wireless Telecommunications Services in India: Network, Competitive and Spatial Effects” (with Sumit K. Majumdar).

“Dynamic Pricing Strategies and Firm Performance in a Duopoly: The Effect of Buyer Expectations” (with Peter Crosbie and Tuo Wang).

## CONFERENCE PRESENTATIONS

“An Incentive Compatible Approach for Assessing Consumers’ Reservation Prices for Bundles Under Uncertainty” (with R. Venkatesh), Marketing Science Conference, Ann Arbor (June 2009)

“Co-branding: A Normative View of its Types, Mechanisms, and Effectiveness” (with Case Newmeyer and R. Venkatesh), Marketing Science Conference, Vancouver (June 2008)

“ICEPORT: An Incentive Compatible Approach for Measuring Reservation Prices for Product Portfolios” (with R. Venkatesh), Marketing Science Conference, Singapore (June 2007).

“The Use of Opaque NYOP Channel by Service Provider: Strategic Implications” (with Tuo Wang and Esther Gal-Or), Marketing Science Conference, Pittsburgh (June 2006).

“Optimal Pricing By Service Providers Using a ‘Name Your Own Price’ Channel” (with Esther Gal-Or and Tuo Wang), Summer Institute in Competitive Strategy (SICS) at Berkeley (June 27-July 1, 2005).

“Reservation Price as a Range: An Incentive Compatible Measurement Approach” (with Tuo Wang and R. Venkatesh), Marketing Science Conference, Emory University, Atlanta (June 2005).

“A Three-stage Response Model of Integrated Marketing Communications With Dynamic Effects” (with Timothy Smith and Srinath Gopalakrishna), Marketing Science Conference, Erasmus University, Rotterdam, Netherlands (June 2004); updated versions presented at MSI/JMR Conference on Collaborative Research, Yale University, New Haven, CT (December 2004) and at Marketing Science Conference, Emory University, Atlanta (June 2005).

“Individual Reservation Price as a Range: An Incentive Compatible Measurement Approach” (with Tuo Wang and R. Venkatesh), Marketing Science Conference, University of Maryland, College Park, MD (June 2003).

“Hospital Location and Bed Allocation Accounting for Spatial Dependency in Disease Incidence” (with Rahul Govind and Vikas Mittal), Marketing Science Conference, University of Maryland, College Park, MD (June 2003).

- “Defining and Measuring Reservation Price: Review, Synthesis and Extrapolation” (with Tuo Wang and R. Venkatesh), INFORMS Annual Meeting, San Jose, CA (November 2003).
- “The Competitive Effects of Airline Code Sharing Alliances” (with Jinho Park and Jonathan Lee), INFORMS Marketing Science Conference, Wiesbaden, Germany (July 2001).
- “Bundling, Unbundling and Pricing of Hybrid Products: The Case of Magazine Content” (with R. Venkatesh), Midwest Marketing Camp, Ann Arbor, MI (June 2001).
- “Strategic Alliances Among Competitors in a Quality-Differentiated Oligopoly: When Does It Make Sense and Who Should Be Your Partner?” (with Jonathan Lee and Jinho Park), Marketing Science Conference, UCLA, Los Angeles, CA (June 2000).
- “The Implications of Price and Demand Dynamics for a Durable Innovation When Consumers Form Adaptive Price Trend Expectations,” INFORMS Conference, Philadelphia (November 1999).
- “DiffusIn: An Agent-Based Model to Study Diffusion of Competitive Innovations in a Spatial/Social Context” (with Kerimcan Ozcan and Venkatram Ramaswamy), INFORMS Conference, Philadelphia (November 1999).
- “The Strategic Role of Warranty Policy and Its Relationship with Price Under Duopolistic Competition” (with Jinho Park and Esther Gal-Or), Marketing Science Conference, Syracuse University School of Management, Syracuse, NY (May 1999).
- “Competitive Diffusion Models” (with Jehoshua Eliashberg and Vithala Rao), Conference on “New Product Diffusion Models,” The Wharton School, University of Pennsylvania, Philadelphia (September 1998).
- “Electronic Publishing of Print Magazines: Optimal Design and Pricing” (with R. Venkatesh), Marketing Science Conference, INSEAD, Fontainebleau, France (July 1998).
- “Evolution of the World Wide Web as a Commercial Medium” (with Sunil Gupta), Symposium on “Electronic Marketing and the Consumer,” Austin, TX (October 1996).
- “Dynamic Pricing of Innovative Durables: The Strategic Implications of Consumer Expectations Formed on the Basis of Price Trends,” Marketing Science Conference, Gainesville, FL (March 1996).
- “The ‘Double Diffusion’ Process: The Case of the World Wide Web” (with Sunil Gupta), Marketing Science Conference, Sydney, Australia (July 1995) and INFORMS Conference, New Orleans (October 1995).
- “Latent Segmentation on Separate but Interdependent Bases with Categorical Data” (with Venkatram Ramaswamy and Steven Cohen), Classification Society of North America Annual Meeting, Denver, CO (June 1995) and Marketing Science Conference, Sydney, Australia (July 1995).
- “Objective Performance, Expectations, and Perceived Performance: Implications for Customer Satisfaction in Business Markets” (with Srinath Gopalakrishna), ORSA/TIMS Joint National Conference, Detroit, MI (October 1994).

- “Competition and the Diffusion of Channel Partnerships: A Conceptual Model” (with Sunil Gupta), Marketing Science Conference, University of Arizona, Tucson, AZ (March 1994).
- “How Customer Expectations Influence Pricing Strategies for Durables” (with Peter Crosbie), Marketing Science Conference, Washington University, St. Louis, MO (March 1993).
- “Dynamic Pricing of Products with Interrelated Demand: Implications of Customer Expectations” (with Peter Crosbie), ORSA/TIMS Joint National Conference, San Francisco, CA (November 1992).
- “Deriving Hierarchical Market Structures from Proximity Data Confounded by Differential Brand Familiarity” (with Wayne DeSarbo and Juyoung Kim), Marketing Science Conference, London, U.K. (July 1992).
- “Dynamic Pricing of Durables in a Duopoly” (with Peter Crosbie), Marketing Science Conference, Wilmington, DE (March 1991).
- “Multidimensional Scaling of Preference Data: Incorporating Brand Familiarity” (with Wayne DeSarbo), ORSA/TIMS Joint National Conference, Philadelphia, PA (October 1990).
- “Optimal New Product Positioning: A Dynamic Perspective” (with Jehoshua Eliashberg, Ajay Manrai, and Lalita Manrai), Marketing Science Conference, University of Illinois, Urbana-Champaign, IL (March 1990).
- “A New Product Pricing Model Incorporating Consumer Price Expectations and Learning” (with Peter Crosbie), ORSA/TIMS Joint National Meeting, New York, NY (October 1989).
- “Retailer Incentive Structure: A Dynamic Perspective” (with Amiya Basu), ORSA/TIMS Joint National Meeting, New York, NY (October 1989).
- “A Generalized Probabilistic Multidimensional Scaling Model” (with Abhijit Biswas and Patrick Duparcq), CORS/TIMS/ORSA Joint National Meeting, Vancouver, BC (May 1989).
- “Dynamic Product Positioning” (with Jehoshua Eliashberg and Ajay Manrai), Marketing Science Conference, Duke University, Durham, NC (March 1989).
- “A Diffusion Model for a New Industrial Product: Implications for Communications Spending” (with Srinath Gopalakrishna), Marketing Science Conference, Duke University, Durham, NC (March 1989).
- “A Dynamic Model for Planning the Communications Mix for an Industrial Product” (with Srinath Gopalakrishna), ORSA/TIMS Joint National Meeting, Denver, CO (October 1988).
- “New Product Introduction in Competitive Industries: The Impact of Learning Under Uncertainty” (with Yoshi Sugita), TIMS/ORSA Joint National Meeting, Washington DC (April 1988).
- “A Multidimensional Scaling Model Incorporating the Effect of Uncertainty in Perceptions” (with Abhijit Biswas), Marketing Science Conference, Seattle, WA (March 1988).

- “A Bayesian Approach to Selection of Optimal Market Testing Strategies” (with Jehoshua Eliashberg, Hubert Gatignon, and Leonard Lodish), TIMS/ORSA Joint National Meeting, St. Louis, MO (October 1987).
- “The Dynamic Tradeoff Between Advertising and Personal Selling Effort for a New Industrial Product: Normative Insights and Managerial Implications” (with Srinath Gopalakrishna), TIMS/ORSA Joint National Meeting, St. Louis, MO (October 1987).
- “A Diffusion Model for Forecasting Sales of a New Industrial Product and Planning the Communications Mix” (with Srinath Gopalakrishna), International Symposium on Forecasting, Boston, MA (May 1987).
- “New Product Introduction Under Uncertainty in Competitive Industries” (with Yoshi Sugita), TIMS/ORSA Joint National Meeting, Miami Beach, FL (October 1986).
- “A Decision-Theoretic Approach to Modeling the Innovation Diffusion Process: Theoretical and Empirical Issues,” TIMS/ORSA Joint National Meeting, Los Angeles, CA (April 1986).
- “A Model to Select Optimal Test Market Strategies” (with Jehoshua Eliashberg, Hubert Gatignon, and Leonard Lodish), Marketing Science Conference, Dallas, TX (March 1986).
- “Stochastic Issues in Innovation Diffusion Models” (with Jehoshua Eliashberg), ORSA/TIMS Joint National Meeting, Atlanta, GA (November 1985).

## **OTHER CONFERENCE ACTIVITIES**

- Co-chair and co-organizer, INFORMS Marketing Science Conference, Pittsburgh, PA, June 2006.
- Invited discussant for paper, “New Offering Realization in the Networked Digital Environment,” by Balasubramanian, Krishnan, and Sawhney, at the conference on “Digital Marketing,” at The Wharton School, University of Pennsylvania, Philadelphia (October 1998).
- Invited discussant for sessions on “Distribution Issues” and “Strategic/Entry Issues” in the conference on “Marketing in Transitional Economies,” William Davidson Institute at the University of Michigan Business School, Ann Arbor, MI (July 1998).
- Invited discussant for session on “Diffusion Models,” Joint Statistical Meetings, San Francisco, CA (August 1993).
- Session chair, various ORSA/TIMS, INFORMS, and Marketing Science conferences (1986-2000)

## **UNIVERSITY SERVICE**

Ph.D. dissertation advisor / committee chair:

Jinho Park, University of Pittsburgh  
Lei Shi, University of Pittsburgh  
Rahul Govind, University of Pittsburgh  
Tuo Wang, University of Pittsburgh

Srinath Gopalakrishna, Purdue University  
Peter Crosbie, Purdue University

Ph.D. dissertation committees:

Ryan Luchs, University of Pittsburgh  
Jonathan Lee, University of Pittsburgh  
Zafar Iqbal, University of Pittsburgh  
Hengchiang Huang, Univ. of Michigan (International Business)  
Juyoung Kim, Univ. of Michigan  
Saida Benhajla, Univ. of Michigan (IOE Department)  
Yongchan Kim, Univ. of Michigan (Statistics)  
Indrajit Sinha, Univ. of Michigan  
Kin-nam Lau, Purdue University  
Mi Sook Weon, Purdue University  
Abdul Ali, Purdue University  
P. K. Kannan, Purdue University  
Vasudevan Sundararajan, Purdue University  
Chi Kin Yim, Purdue University  
Patrick Duparcq, Purdue University

Other Service Activities

At University of Pittsburgh:

Chair, Executive Committee, 2006-7  
Chair, Masters Policy Committee, 2008-9  
Member, Promotion and Tenure Committee, 2006-8  
Member, Masters Policy Committee, 2006-8  
Member, Executive Education Committee, 2007-8  
Chair, Executive Education Committee, 2005-6  
Member, Executive Committee, 1999-2001, 2004-2006  
Marketing Interest Group Coordinator, 2002-2005  
Member, Executive MBA Programs Committee, 2002-3  
Member, Masters Policy and Strategy Committee, 1999-2002  
Chair, Masters Programs Committee, 1998-99  
Member, IEMBA Admissions Committee, 1998-99  
Member, Frey Chair Search Committee, 1999  
Member, Masters Programs Committee and Convener, MBA Admissions Subcommittee, 1997-98

At The University of Michigan:

Member, Marketing Ph.D. Committee, 1990-1994  
Marketing Area Advisor for Ph.D program, May-September 1993

At Purdue University:

Member, Krannert Management Lecture Series Committee, 1987-89

Member, International Management Review Committee, 1987-89

Marketing Area Academic Advisor, Ph.D. Programs, 1986-89

Marketing Ph.D. Admissions Committee, 1985-89

### **CONSULTING ACTIVITIES**

Several consulting projects and in-company executive programs focusing on new product/service development and marketing issues.